

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

Constitution of Technical Advisory Group (TAG) for State Level Social & Behaviour Change Communication (SBCC) Strategy – Orders Issued.

HEALTH MEDICAL AND FAMILY WELFARE (D2) DEPARTMENT

G.O.Rt No. 2096

Dated:21-12-2011
Read the following

- 1.Chief of UNICEF for AP and Karnataka Letter
Hyd/BCC/AP/2010,dated 6.5.2011.
- 2.NRHM Mission Director Letter No. MD – NRHM /2011 dated
31.5.2011.

ORDER:

A series of consultations were held between the Government of Andhra Pradesh (GOAP) and the authorities of UNICEF Office for Andhra Pradesh and Karnataka, on the request of AP Government to the UNICEF to assist in the development of comprehensive Behavior Change Communication Strategy focused on maternal and child health (MCH).

2. In the letter first read above, the Chief of UNICEF Office for AP and Karnataka has informed that UNICEF will provide assistance to GOAP with technical inputs from John's Hopkins University – Centre for Communication Programmes (JHU / CCP), to develop evidence-based research informed state specific behavior change communication (SBCC) strategy, the SBCC developed package will provide the road map for implementation of IEC – BCC strategy at all levels i.e. from the state district , CHNC, to the PHC and the village.

3. The development of SBCC envisions extensive consultations with a wide spectrum of stakeholders, analyzing their inputs, and synthesizing appropriate elements for evolving a holistic strategy. This requires an institutional architecture that would facilitate the consultative process, Govt have examined the proposal of M.D, NRHM and decided to establish TAG and an Operations Committee to facilitate the development of SBCC Strategy.

4. Accordingly, the Government here by constitute the following TAG. The Technical Advisory Group (TAG) would coordinate the flow of technical inputs, periodically monitor the project progress and provide strategic inputs to the development of SBCC strategy.

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| 1. Principal Health Secretary , Govt of AP | Chairperson |
| 2. Commissioner of Health and Family Welfare | Core member |
| 3. Mission Director, NRHM | Member- Convener |
| 4. Director of Public Health | Core member |
| 5. Commissioner of Women and Child Development | Core member |
| 6. Commissioner of Panchayat Raj | Core member |
| 7. Commissioner of Information and Public Relations | Core member |
| 8. Chief Executive Officer , SERP | Core member |
| 9. Joint Director of C4D Unit , CH & FW | Core member |
| 10.UNICEF Health Specialist | Core member |

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11.UNICEF C4D Specialist	Core member
12.Project Leader (Formative Research), IIH&FW	Core member
13.AP Project BCC Specialist (AP Office,JHU/CCP)	Core member
14.Country Director of JHU / CCP (Delhi Office)	Core member
15.Additional Director Health (MCH)	Core member

Members by invitation

1. Commissioner of School Education
 2. Commissioner of Social Welfare
 3. Commissioner of Tribal Welfare
 4. Commissioner & Director Municipal Administration
 5. Engineer-in-chief, Rural Water Supply
 6. Research, Monitoring and Evaluation Specialist (JHU) Member
 7. Representative, Department of Telecommunication
 8. Representatives of Print and Electronic Media
 9. NGOs
 - 10.Private sector representatives relates to this project
5. The function of the TAG is as follow:-
1. Advise the project on policies, strategies and activities that are crucial for effective IEC –BCC for mother and child health in AP.
 2. Provide guidance on the needs assessment and formative research process for strategy development.
 3. Attend and advise in inviting appropriate persons for the participatory and strategy meetings at state and regional levels.
 4. Provide strategic direction in implementation of the SBCC strategy for MCH in AP.
 5. Advise on the use of appropriate and new technology as well as methods/technologies/systems/networks appropriate to AP for improving MCH outcomes.
 6. Provide inputs to identify areas for capacity development and provide guidance for capacity building frameworks and guidelines.
 7. Any other the TAG may decide as appropriate and essential for implementing an effective SBCC for MCH in the state.
6. The Mission Director, NRHM and Member and Convener shall convey the meetings in this regard under intimation to all the members in advance along with agenda notes.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**K.R.KISHORE
PRINCIPAL SECRETARY TO GOVERNMENT**

To

The Mission Director, NRHM, AP, Hyderabad

Copy to:

The Commissioner, Health and Family Welfare, AP, Hyderabad

The Commissioner, Women and Child Development, AP, Hyderabad

The Commissioner, Panchayat Raj, AP, Hyderabad

The Commissioner, Information and Public Relation, AP, Hyderabad

The Commissioner, School of Education, AP, Hyderabad

The Commissioner, Social Welfare, AP, Hyderabad

The Commissioner, Tribal Welfare, AP, Hyderabad

The Commissioner, Municipal Administration, AP, Hyderabad

The Chief Executive Officer, SERP, AP, Hyderabad

The Engineer-in-chief , Rural Water Supply, AP, Hyderabad

SF/SC

//FORWARDED::BY ORDER//

SECTION OFFICER